

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017

TO: Sylvia Cruz

DATE: March 29, 1995

FROM: J. Yvette Robinson

SUBJECT: MARLBORO MUSIC HISPANIC ROP AD - LA FIESTA BROADWAY

CREATIVE BRIEF

Brand Name:	MARLBORO
Project Title:	MARLBORO Hispanic ROP Ad
Market/Dates:	Los Angeles, CA/ April 30, 1995
Issued By:	J. Yvette Robinson
Date Issued:	March 29, 1995
Due Date:	See Below

I. Statement of Purpose:

Marlboro Music is seeking a creative concept for a ROP Ad to heighten Marlboro Music's participation at L.A. Fiesta Broadway

II. Program Objectives:

- To expand awareness of the upcoming Marlboro Music concert;
- To entice incremental unit sales;
- To generate product trial and repeat purchase;
- To gain and maintain brand loyalty; and,
- To revert sales to full-margin category against a strong generic competitive field.

III. Program Strategies:

- To extend Marlboro's participation and leadership position, we will present four popular Hispanic acts on the Marlboro Music Stage; and,
- To reinforce brand position and imagery against a growing generic business,

IV. Executional Considerations:

A layout will be needed with the following copy information:

2041890957

Header: Marlboro Music Logo
Event Name: L.A. Fiesta Broadway
Showtime and talent lineup:
Sunday, April 30 12 noon till 6:00 pm
INDUSTRIA DEL AMOR MARC ANTHONY
LA SONORA DINAMITA OLGA TAÑON
LAS CHICAS DEL CAN

V. Ticket Information:

Free outdoor festival.

VI. ROP Ad Size/Copy:

ROP ad size to be determined by Leo Burnett Media Department in conjunction with the Philip Morris Minority Advertising Plan.

Ad copy should follow last year's L.A. Fiesta ad, (Marlboro Music Se enorgullece en presentar - list talent).

Venga al escenario de Marlboro en la Broadway entre la calle 9 y la Olympic.

We should list the artists in the order above. All names can be in one size type. We do not have an appropriate event logo that can be used for L.A. Fiesta Broadway so we will have to find a new way to convey that our stage is at L.A. Fiesta Broadway. Ad copy to be in Spanish.

VII. Detailed Due Dates:

Art and keyline due by April 7, 1995 for review and approval.

jyr/me

cc: C. Baca
I. Broeman
A. Castillo
J. Fontanez
K. McGrath
S. Sampson

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